

*THE CORAL GABLES  
GOLF AND  
COUNTRY CLUB  
OPERATIONAL PLAN*



City of Coral Gables  
Community Recreation Department  
*Commission Meeting*  
*Tuesday, March 29, 2022*

**CORAL  
GABLES**  
THE CITY BEAUTIFUL

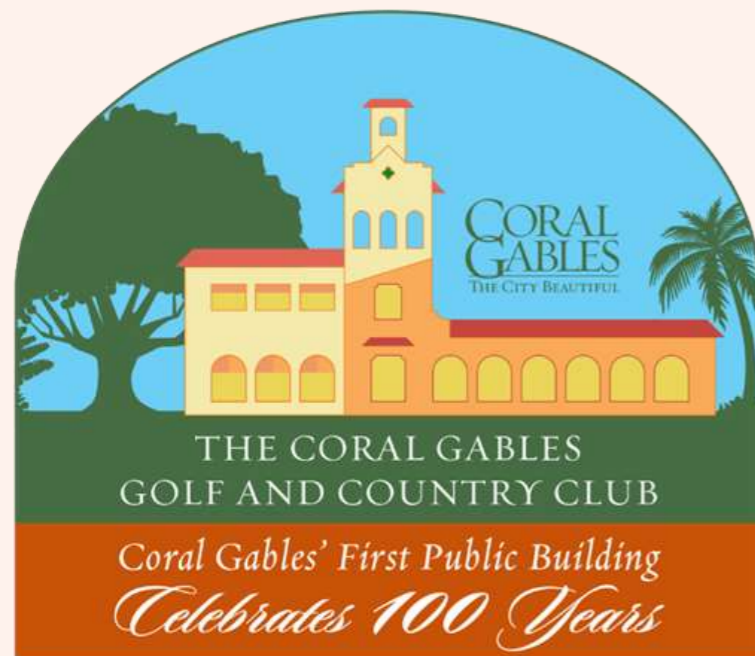




# The Coral Gables Golf and Country Club

Today's modern-day country club lifestyle:

While golf may be the soul of most country clubs; family gathering spaces and amenities have become the heart.



Coral Gables Golf and Country Club vision:

*A world-class country club for our community to gather, grow and call home.*

# Membership Types – Phase I Implementation

## **Social Lifestyle Fitness Membership Options:**

To include amenities such as the fitness center, steam room, smoothie bar, pool, pool-side bites, kids club and tennis courts with an initial two-court limit and programming discounts.

Maximum membership capacity not to exceed 2,000 members.

### **Family Platinum Membership**

- Resident Annual Fee \$3,000 / NR Annual Fee \$3,750

### **Family Fitness Membership**

- Resident Annual Fee \$2,500 / NR Annual Fee \$3,125

### **Single Fitness Membership**

- Resident Annual Fee \$1,000 / NR Annual Fee \$1,250

### **Single Junior Fitness Membership**

- Resident Annual Fee \$800 / NR Annual Fee \$1,000

### **Single Silver (65+) Fitness Membership**

- Resident Annual Fee \$900 / NR Annual Fee \$1,125





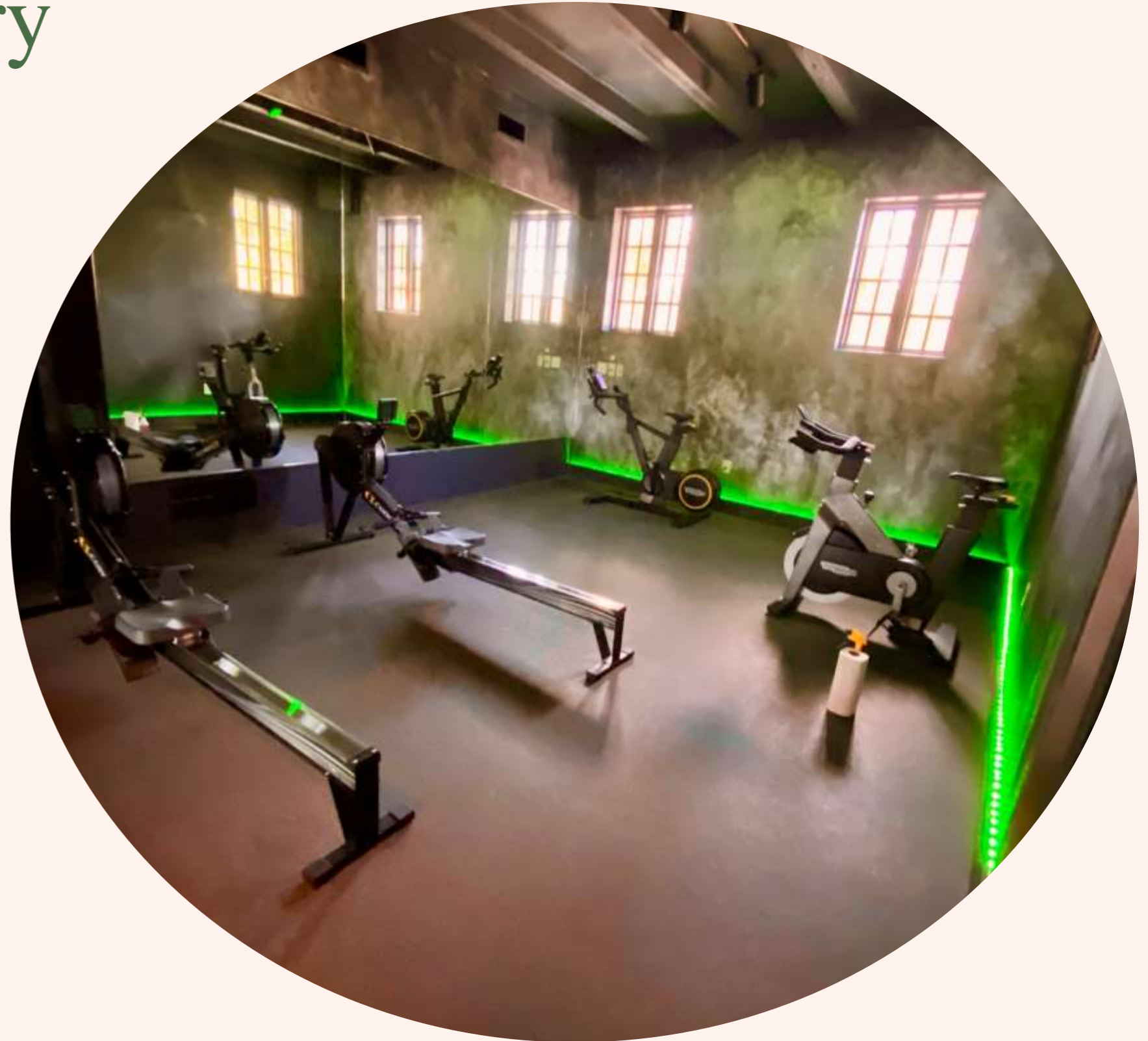
# Coral Gables Golf & Country Club Operational Plan Membership Phase I Fees

Family memberships provide access for the member, spouse, and dependent children 21-years and younger.

Platinum Members receive a 10% discount on programming, services, and rentals.

Additional fees not listed to be determined by the City Manager or designee.

\*Fees subject to change for fiscal years FY 25 and FY 26.





# Phase I Membership Package Details

Provide a separate pricing structure for residents and non-residents to encourage resident usage at a more affordable rate.

Provide early access to membership and program registration for Coral Gables residents.

Provide a guest fee and limited usage structure to allow members to bring a friend or family member to introduce them to the club and its amenities.

**Resident Guest Fee \$15 / NR Guest Fee \$20**





# Programming Fees

## **Specialized Event & Programming Fees:**

- Fees to be determined yearly based on direct costs.

## **Contracted Programming & Service Fees:**

- Contracted program fees will be based off contractor costs. Fees are not to increase by more than 5% in a single year.





# Banquet Hall Floor Plan:



*City of Coral Gables*  
COMMUNITY RECREATION

Coral Gables Golf and  
Country Club





# Rental of Banquet Hall Facilities

## **Weddings, Celebrations and Corporate Event Rental Times:**

Daytime:

Monday through Sunday: 9:30 a.m. – 4:30 p.m.

Evening:

Monday through Thursday, and Sunday: 5 – 11 p.m.

Friday and Saturday: 6 p.m. – 12 a.m.





# Rental of Banquet Hall Facilities

City to solely manage the rental of banquet hall facilities through pre-set rental rates.

Catering of food and beverage services to be provided by outside external catering companies with option to provide City-staffed catering for small or internal rentals and programming.

Rental fees are based on an event up to five hours.

Additional fees apply for additional amenities and services.

## **External Catering Options:**

- City listing of prequalified caterers with a 10% revenue incentive on food and beverage sales.
- Allow for the renters' preferred caterer the use of the catering kitchen at an additional fee.
- Both options are conditional to any City insurance and bond requirements.





# Rental of Banquet Hall Facilities

## Fee Notes

- Registered non-for-profit rentals allow for a 50% discount on all room rental rates pending availability and approval.
- Joint room rentals for support rooms allow for a 50% discount pending availability and approval. Discount to be honored on additional rentals of rooms with initial room rental at full cost.
- Evening rentals are defined as rentals taking place at or after 5 p.m.
- Each additional hourly rate outside of the standard five-hour rental is subject to 1/5th of the rental rate.
- Additional details on charges to be outlined in the approved rental contract.
- Platinum Members receive a 10% discount on programming, services, and rentals.
- Additional fees not listed to be determined by the City Manager or designee.
- \*Fees subject to change for fiscal years FY 25 and FY 26.







# Banquet Hall Rentals

## **CORAL GRAND BALLROOM:**

### **CURRENT CAPACITY**

- **BANQUET STYLE | 600 PEOPLE**
- **RECEPTION STYLE | 1,000 PEOPLE**
- **THEATER STYLE | 800 PEOPLE**





# Banquet Hall Rentals

## **CORAL GRAND BALLROOM**

### **FEES:**

Fees based on 1-300 guests, each additional guest \$25.00 per person

- Monday-Thursday (daytime) \$10,550
- Monday-Thursday (evening) \$12,050
- Friday (daytime) \$11,550
- Friday (evening) \$13,050
- Saturday-Sunday (daytime) \$11,550
- Saturday-Sunday (evening) \$14,550



# Banquet Hall Rentals

## **CORAL GRAND BALLROOM - HALF A OR HALF B FEES:**

Fees based on 1-200 guests, each additional guest \$25.00 per person

- Monday-Thursday (daytime) \$5,000
- Monday-Thursday (evening) \$6,000
- Friday (daytime) \$6,000
- Friday (evening) \$6,500
- Saturday-Sunday (daytime) \$6,500
- Saturday-Sunday (evening) \$7,500

Outdoor Ceremony Space - Day \$500 / Evening \$1,000

Get Ready Rooms - \$500 Each

Cocktail Reception Area A or B - \$500 Each



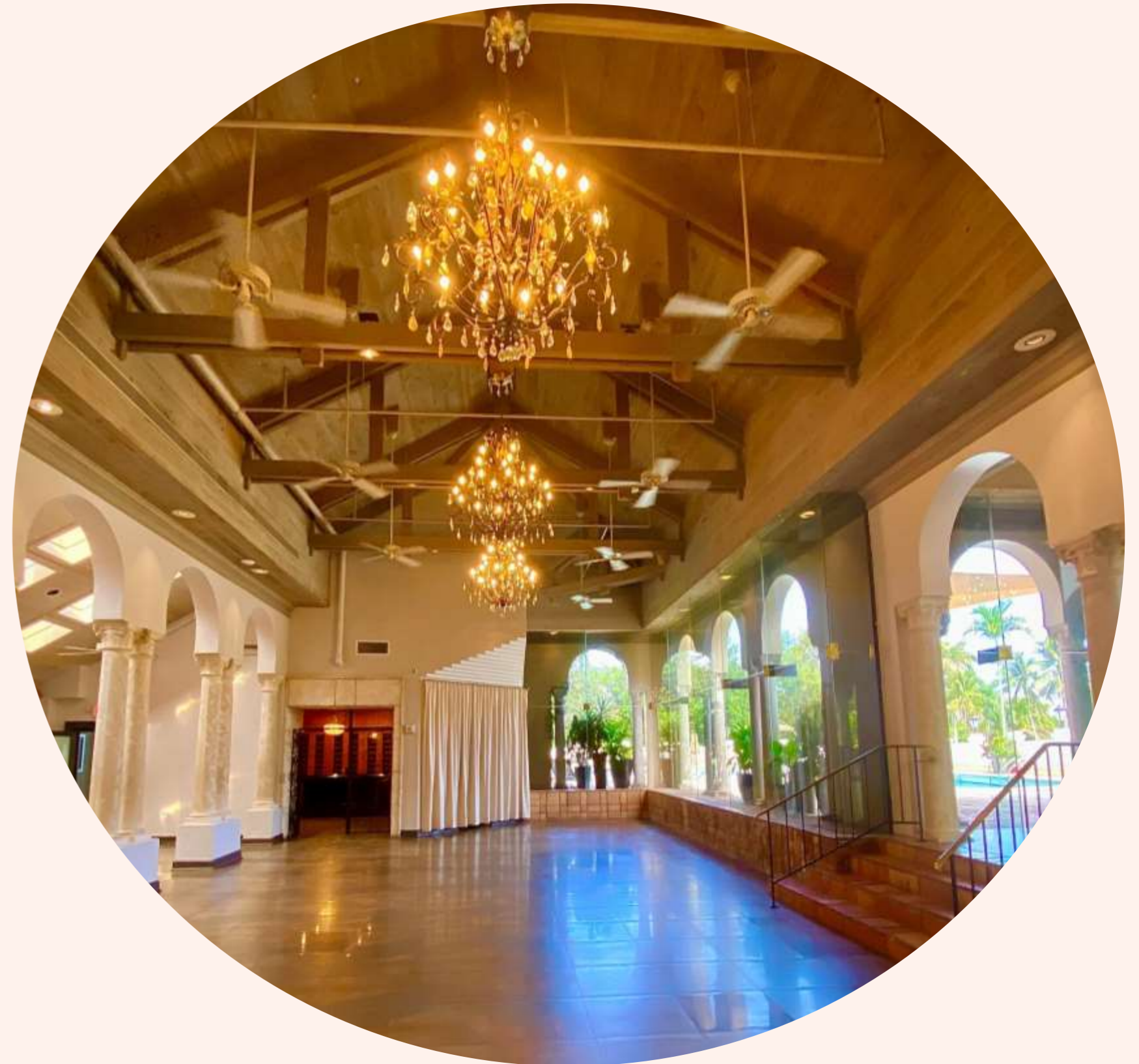


# Banquet Hall Rentals

**ATRIUM ROOM  
WITH POOLSIDE ACCESS:**

**CURRENT CAPACITY**

- **BANQUET STYLE | 150 PEOPLE**
- **RECEPTION STYLE | 250 PEOPLE**





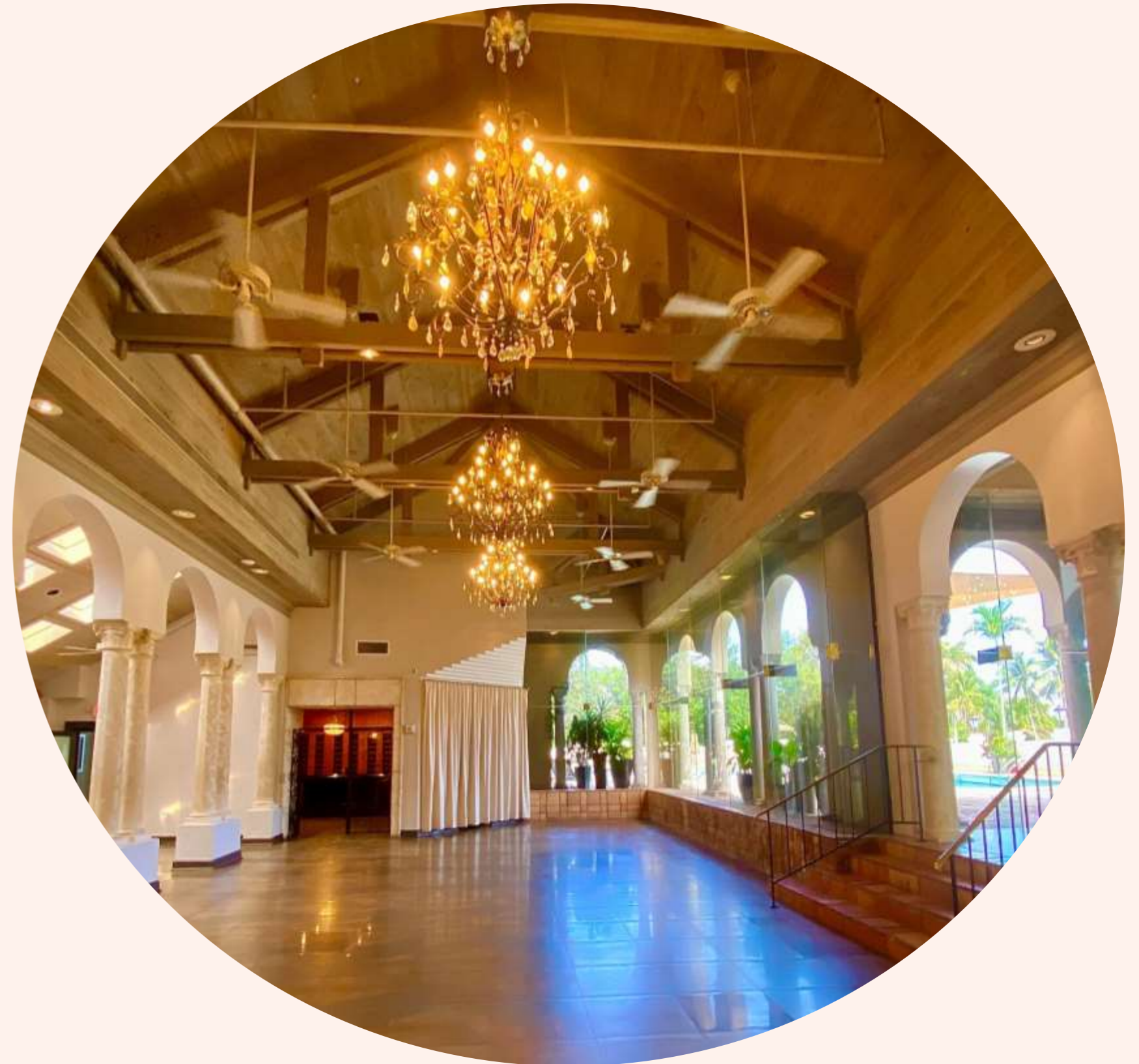
# Banquet Hall Rentals

## **ATRIUM ROOM**

### **WITH POOLSIDE ACCESS:**

Fees based on 1-100 guests, each additional guest \$25.00 per person

Monday-Thursday (daytime)	\$5,000
Monday-Thursday (evening)	\$6,500
Friday (daytime)	\$6,000
Friday (evening)	\$7,500
Saturday-Sunday (daytime)	\$6,000
Saturday-Sunday (evening)	\$9,000





# Banquet Hall Rentals

## **FOUNTAIN ROOM WITH PATIO ACCESS:**

### **CURRENT CAPACITY**

- **BANQUET STYLE | 90 PEOPLE**
- **RECEPTION STYLE | 150 PEOPLE**
- **THEATER STYLE | 100 PEOPLE**

Space to accommodate potential future restaurant or a members social lounge and bar with private outdoor dining experience.





# Banquet Hall Rentals

## **FOUNTAIN ROOM WITH PATIO ACCESS:**

Fees based on 1-100 guests, each additional guest  
\$25.00 per person

Monday-Thursday (daytime) \$2,500

Monday-Thursday (evening) \$3,500

Friday (daytime) \$3,500

Friday (evening) \$4,500

Saturday-Sunday (daytime) \$3,500

Saturday-Sunday (evening) \$6,000





# Banquet Hall Rentals

## **MERRICK ROOM:**

### **CURRENT CAPACITY**

- **BANQUET STYLE | 80 PEOPLE**
- **RECEPTION STYLE | 120 PEOPLE**
- **THEATRE STYLE | 100 PEOPLE**

Recommended for the sole use of internal programming, seminars, meetings and exclusive member party rental options.





# Banquet Hall Rentals

## **MERRICK ROOM:**

Monday-Thursday (daytime)	\$1,000
Monday-Thursday (evening)	\$2,500
Friday (daytime)	\$2,000
Friday (evening)	\$3,000
Saturday-Sunday (daytime)	\$2,000
Saturday-Sunday (evening)	\$4,000
Programming Party Rentals	\$1,500 (3-hour block)





# Banquet Hall Rentals

## **Additional Rental Fees:**

Rental Deposit (daytime)	\$1,000
Rental Deposit (evening)	\$2,000
Cleaning and Damage Deposit	\$600
Music Sound Abatement Deposit	\$1,000
AV Technician Service	\$250
Security Hourly Rate	\$45
Catering Permit 1-500 ppl	\$500
Catering Permit 500+ ppl	\$1,000





# Banquet Hall Rentals

## Additional Furniture Rental Fees:

Rental of White Padded Chairs	\$2 Each
Rental of Padded Wood Chairs	\$3 Each
Rental of 48" Tables	\$7 Each
Rental of 60" Tables	\$8 Each
Rental of 6' Tables	\$10 Each
Rental of 8' Tables	\$12 Each





# Additional Fees

## Concessions & Pro Shop Sales:

Food & Beverage - Price based on a net profit of 150% - 200% cost of food & labor.

Retail of Soft Goods - Price based on a net profit of a 100% - 150% cost of merchandise service.

Retail of Hard Goods - Price based on a net profit of a 100% - 150% cost of merchandise.

## Media Permits:

Non-Commercial Still Photo	\$150
Commercial Still Photo	\$600
Commercial Film	\$1,500







# Café Space Operational Plan



## **Concessionaire Agreement with Revenue Split**

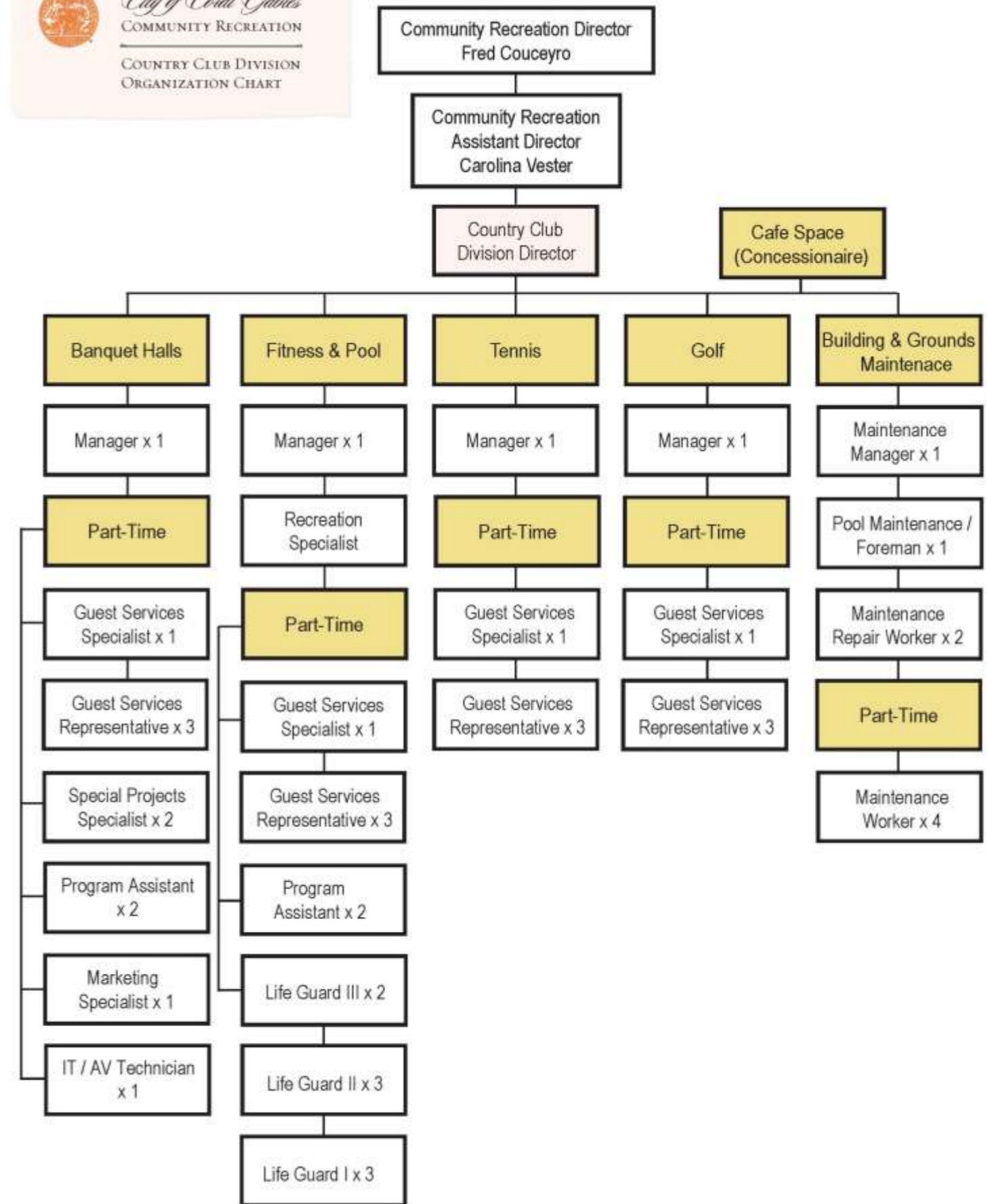
Revenues based on sales.

City provides/maintains interior set-up and equipment.

City retains access and use to café/kitchen space as needed and oversees quality control and approves menu selection and pricing structure.







# Coral Gables Golf and Country Club Staffing Structure

Phase I:  
7 FTE & 24 PTE



Coral Gables Golf and Country Club, Miami, Florida.

*SOMETHING OLD IS NEW AGAIN*

*THANK YOU*



**CORAL  
GABLES**  
THE CITY BEAUTIFUL



THE CORAL GABLES  
GOLF AND COUNTRY CLUB

*Coral Gables' First Public Building  
Celebrates 100 Years*

